

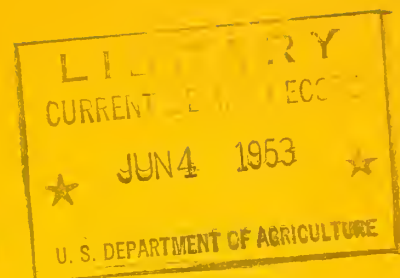
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# Consumer PURCHASES OF FRUITS AND JUICES



in April  
1953



UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF AGRICULTURAL ECONOMICS  
AND  
FRUIT AND VEGETABLE BRANCH  
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.  
May 1953

## FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF FRUITS AND JUICES  
IN APRIL 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

During April, householders bought about one-fifth more frozen concentrated orange juice and almost one-fourth less canned single-strength orange juice than in the same month last year. Purchases of canned single-strength orangeade amounted to 328,000 cases (equivalent 24 No. 2 cans), up nearly 50 percent from the same month last year. Purchases of fresh oranges, as reported by a Nation-wide sample of householders were up about 7 percent. This increase in fresh orange purchases was the result of substantially larger purchases of California-Arizona oranges than in April last year. On a fresh equivalent basis, purchases of frozen orange juice, canned single-strength orange juice, and fresh oranges were equivalent to approximately 7,190,000 boxes of fruit, up slightly from a year ago.

Prices consumers paid for Florida oranges averaged about the same as in April last year, but those paid for California-Arizona oranges were down about 8 cents per dozen. Prices reported paid for frozen orange juice were only slightly below those of a year ago, but a 46-ounce can of single-strength orange juice cost almost 6 cents more than in April 1952.

Householders during the month, reported buying about 10 percent less grapefruit and about 30 percent less canned grapefruit juice than in April 1952. Prices paid for fresh grapefruit averaged somewhat higher than last year, and those for canned grapefruit juice were substantially higher.

Purchases of fresh lemons, lemon juice, and concentrate for lemonade by householders in April were equal to almost 340,000 boxes of fresh fruit, almost as much as in this month last year. Of this total, fresh lemons accounted for about 240,000 boxes. Householders bought a little less lemon juice but a little more concentrate for lemonade during April than a year earlier.

Household purchases of canned single-strength juices, equal to almost 7,300,000 cases of No. 2 cans during April, were down almost one-tenth from a year earlier. Purchases of all canned single-strength juices except tomato, grape and prune juices were below the levels of a year ago. Consumers paid higher prices for all juices except tomato and grape juice.

Dried prune purchases of 6,080 tons were about equal to those of a year ago. Prices paid in retail outlets averaged slightly higher than in April 1952. About 600 tons of dried apricots were bought by householders, at an average price of 72 cents per pound. During the month, purchases of dried peaches amounted to approximately 360 tons, down substantially from the preceding April, while prices averaged moderately higher.



## FROZEN JUICES

Purchases of frozen concentrated orange juice by householders during April 1953 amounted to 3,960,000 gallons, as estimated from reports of a Nation-wide consumer panel. This was somewhat less than in March but almost one-fifth more than in April last year (fig. 4). So far this year, the increase in household purchases of frozen orange juice has not been as large as the increase during the corresponding months, October to April, of last season. Two factors have been partly responsible for this smaller increase: (1) the increase in the number of stores stocking frozen orange juice has been at a lower rate, and (2) prices consumers paid for frozen orange juice have been relatively stable in contrast to a sharp reduction in retail prices of this product during the same period last season.

About 27 percent of all families bought frozen orange juice during April, about the same proportion as in each of the preceding six months of the current marketing season. This represented a slight increase, however, over the 24 percent that purchased in the same month last year (table 2). Purchases during the month averaged about 6-3/4 of the 6-ounce cans per buying family, practically unchanged from the average in April last year.

Household purchases of frozen orange juice for the first seven months of the current season (October 1952-April 1953) have totaled approximately 30,000,000 gallons (fig. 4). This is about one-third more than was bought in the corresponding period of the 1951-52 marketing season.

Frozen concentrated grape juice purchases during April, according to reports of householders, were up about 15 percent over a year ago, totaling about 221,000 gallons during the month (table 2). Consumers paid an average of 21.9 cents per 6-ounce can for frozen grape juice, about one cent less than in April last year.

Householders bought about 153,000 gallons of frozen concentrate for lemonade during April, nearly a fifth more than a year ago. The increase resulted from larger purchases per buying family rather than an increase in the number that made purchases during the month (table 2). Consumers paid an average of about 17 cents per 6-ounce can for frozen lemonade, about the same as in the previous month, but somewhat above the 15.5 cents paid a year earlier.

For the first time since last September information was obtained regarding household purchases of canned single-strength orangeade. According to reports of the consumer panel, household purchases during April totaled about 328,000 cases, equivalent 24 No. 2 cans, almost 50 percent more than the corresponding month last year (table 1). Nearly one-fourth as many families bought canned single-strength orangeade as purchased canned single-strength orange juice. Purchases by householders also totaled about one-fourth as large as those of canned single-strength orange juice. The price reported paid during April for single-strength orangeade was 28 cents per 46-ounce can compared with almost 31 cents for canned single-strength orange juice. Compared with the same month last year, the price of canned single-strength juice has increased almost 6 cents per can while that of single-strength orangeade has increased less than one cent.



Purchases of shelf pack (non-frozen) concentrated orangeade totaled 191,000 gallons during the month, only about three-fourths as much as in April 1952. Prices consumers paid averaged 15.8 cents per 6-ounce can, about one cent higher than a year ago (table 2). These purchases on a reconstituted basis combined with those of canned single-strength orangeade were about 40 percent as large as household purchases of canned single-strength orange juice.

### CANNED JUICES

Householders' purchases of canned single-strength juices during April 1953 were equal to almost 7,300,000 cases of No. 2 cans. This total was almost one-tenth less than the volume purchased during April a year ago (table 1). The decline resulted from fewer families buying canned single-strength juices during the month and smaller purchases per buying family. About 5 percent fewer families bought canned single-strength juices during April than in this month a year ago, and the average volume purchased by buying families also was down about 5 percent. Of the major canned single-strength juices, purchases of prune, grape, and tomato juices only showed increases compared with a year earlier. Purchases of canned citrus juices were off sharply and purchases of canned pineapple juice were down a tenth. Consumers paid higher prices than a year ago for all canned single-strength juices except tomato juice and grape juice. Prices paid for canned citrus juices averaged considerably higher.

Consumers bought about 1,400,000 cases (equivalent No. 2 cans) of canned single-strength orange juice during April, almost one-fourth less than a year earlier (fig. 5). About 13 families per 100 bought canned orange juice during April compared with 16 families a year ago. Average purchases of families buying during the month, however, were about the same as in April last year, amounting to about 2-1/3 of the 46-ounce cans per buying family. Householders paid an average of almost 31 cents per 46-ounce can for orange juice during April, nearly 6 cents more than a year earlier. During February, March and April of this year the average price consumers paid for canned single-strength orange juice was about the same as the average paid for frozen concentrated orange juice (reconstituted basis). Until a year ago, frozen juice generally cost 4 cents to 7 cents more than canned juice, for the equivalent of 24 ounces of single-strength juice. Beginning in May last year, the price difference narrowed to a little less than 2 cents, and there was a difference of only about 1 cent per 24 ounces of single-strength juice from September through January of this year.

Householders bought about 700,000 cases (equivalent No. 2 cans) of canned grapefruit juice during April, almost 30 percent less than a year earlier. About 7 out of 100 families made purchases during the month compared with 9 families per 100 a year earlier (table 1). Families buying also bought less than those that made purchases a year ago. Consumers paid an average of 27 cents per 46-ounce can for grapefruit juice during April, about 5 cents more than a year earlier.



Consumer purchases of canned orange-grapefruit blended juice during April were equal to about 350,000 cases of No. 2 cans, down 30 percent from a year ago (fig. 5). Fewer families bought orange-grapefruit blended juice in April than a year earlier, but the average volume purchased per family buying was nearly equal to that of last April. Prices paid averaged about 29 cents per 46-ounce can, up about 5 cents.

Purchases of canned lemon juice by householders were equal to 43,000 cases of No. 2 cans during April compared with 56,000 cases in April a year ago (table 1). Prices paid averaged a little more than 11 cents per 5½-ounce can, about 1.5 cents more than a year earlier.

Householders bought almost 1,200,000 cases (equivalent No. 2 cans) of pineapple juice during April, about one-tenth less than a year earlier (table 1). They paid about 30 cents per 46-ounce can for pineapple juice during the month, up 2 cents from a year ago. Families buying pineapple juice during the month averaged purchasing the same quantity as in April a year ago, but fewer families made purchases during the month.

Householders bought about 8 percent more tomato juice in April than during this month a year ago. Household purchases were equal to almost 2,000,000 cases of No. 2 cans, the largest quantity reported for any month in this series beginning with October 1949. Prices paid averaged about 27 cents per 46-ounce can, the same as a year earlier.

Householders reported buying prune juice equal to about 490,000 cases of No. 2 cans during April (fig. 9). This was a record volume for any month in this series. Prices paid averaged 33 cents per 32-ounce bottle, about 1 cent more than in April last year.

#### FRESH CITRUS FRUIT

Householders bought about 3,300,000 boxes of fresh oranges during April 1953, slightly more than in this month last year (fig. 1). Purchases of California-Arizona oranges were up 80 percent compared with a year ago, while purchases of Florida oranges were down one-fourth, partially as a result of the late maturing of the Valencia crop.

Householders bought almost 1,500,000 boxes of California-Arizona oranges during April, and about 1,300,000 boxes of Florida oranges (fig. 6). They paid an average of 39 cents per dozen for California-Arizona oranges, 8 cents less than a year earlier and almost 36 cents per dozen for Florida oranges, practically the same as in April last year. Average purchases of families buying fresh oranges during April were considerably larger than a year ago for California-Arizona oranges and slightly larger for Florida oranges (table 3). A much larger number of families purchased California-Arizona oranges during the month than a year earlier, while a much smaller number than a year ago purchased Florida oranges. Shipments during the period from Florida were considerably smaller than a year earlier.



Purchases of fresh grapefruit amounted to 1,800,000 boxes during April, slightly less than a year ago (fig. 7). Purchases averaged about 10 grapefruit per family buying, the same as in April last year, but fewer families made purchases. Prices paid averaged about 89 cents per dozen, up about 6 cents from a year ago.

Householders bought about 242,000 boxes of fresh lemons during April, almost as much as in this month last year (fig. 8). A somewhat smaller number of families made purchases during April than a year earlier, but average purchases of families buying were about the same. Prices consumers paid for lemons during April averaged almost 44 cents per dozen, 1 cent higher than a year earlier.

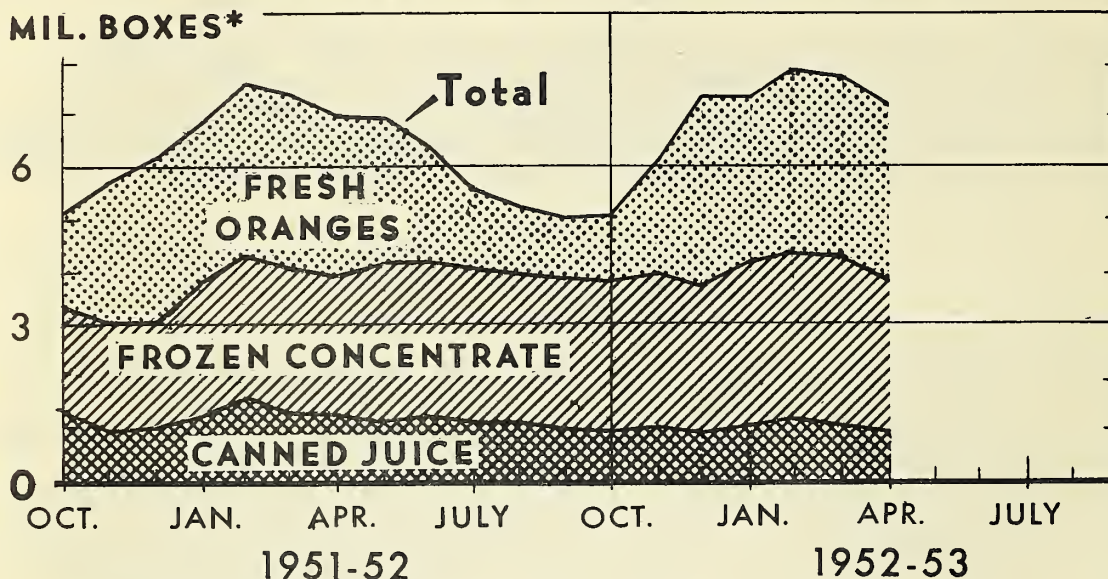
#### DRIED FRUIT

About the same quantity of dried prunes—6,080 tons—was reported purchased by households during April as a year ago (fig. 9). Prices paid in retail stores, however, averaged somewhat higher at 27 cents per pound compared with 24.5 cents last year. About 1 family in 7 bought dried prunes during the month, practically unchanged from either the preceding month or the same month a year ago. For the period October 1952–April 1953, purchases totaled about 43,000 tons, nearly the same quantity as in this period a year ago. Prices paid by consumers averaged slightly higher than in this period last season.

Purchases of dried apricots by households amounted to about 600 tons during April, slightly more than in the preceding month. Prices paid by households averaged nearly 72 cents per pound, 11 cents higher than in April 1952.

About 360 tons of dried peaches were bought by households in April, down somewhat from March and substantially less than in April last year (table 4). The decline in purchases resulted from fewer families buying dried peaches. Retail prices paid by consumers averaged 46 cents per pound, almost unchanged from the preceding month, but about 3 cents per pound more than was paid in the same month of 1952.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

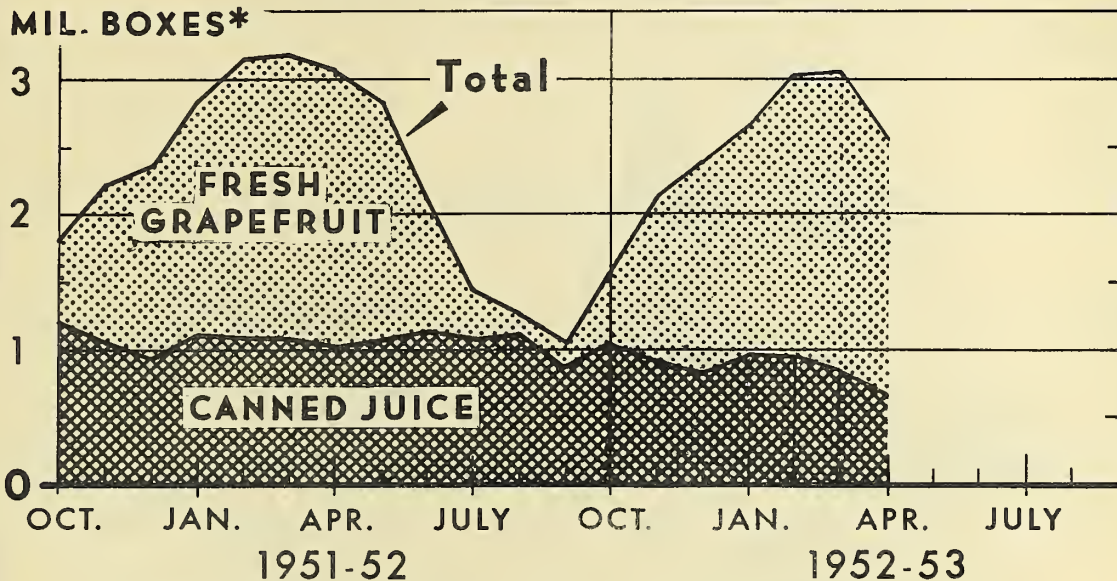
Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice <sup>1/</sup>		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December <sup>2/</sup>	7,759	8,202	9,277	6,609	3,121	3,649	20,157	18,460
January	3,154	3,101	3,078	2,528	1,072	1,289	7,304	6,918
February	3,536	3,275	3,145	2,774	1,224	1,607	7,905	7,656
March	3,397	3,301	3,252	2,737	1,016	1,399	7,665	7,437
October-March <sup>2/</sup>	18,667	18,775	19,597	15,338	6,732	8,358	44,996	42,471
April	3,310	3,103	2,893	2,616	986	1,310	7,189	7,029
May		2,846		2,977		1,168		6,991
June		2,174		2,976		1,295		6,445
October-June <sup>2/</sup>		27,451		24,551		12,421		64,423
July		1,530		2,942		1,133		5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,041
Season <sup>2/</sup>		31,738		33,908		15,923		81,569

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

<sup>2/</sup> The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

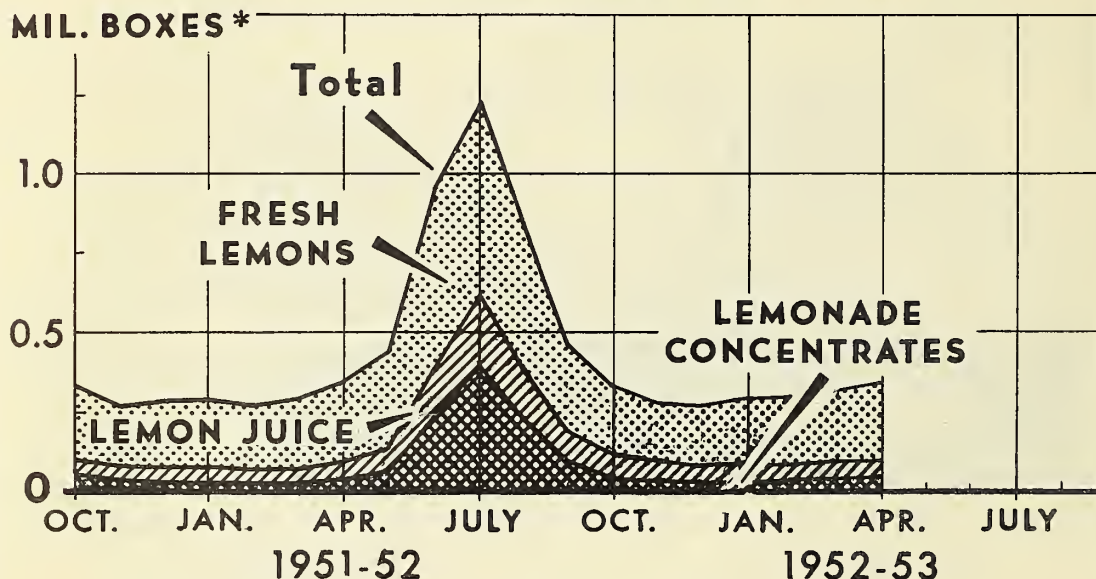
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December 2/	3,733	3,638	2,952	3,478	6,690	7,116
January	1,703	1,732	975	1,110	2,678	2,842
February	2,093	2,033	913	1,099	3,006	3,132
March	2,216	2,113	835	1,082	3,051	3,195
October-March 2/	10,284	10,026	5,884	7,056	16,168	17,082
April	1,848	2,061	687	1,018	2,535	3,079
May		1,760		1,083		2,843
June		986		1,133		2,119
October-June 2/		15,117		10,534		25,681
July		363		1,087		1,450
August		179		1,100		1,279
September		150		898		1,048
Season 2/		15,907		13,849		29,756

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328
November	184	192	60	47	27	27	29	31	273	270
December	190	209	50	48	19	19	21	22	261	279
October-December 3/	634	683	191	160	88	92	95	106	920	949
January	210	206	57	53	20	22	24	24	291	283
February	218	202	47	45	23	18	27	23	292	270
March	229	218	57	51	29	21	33	25	319	294
October-March 3/	1,346	1,369	368	318	165	156	186	182	1,900	1,869
April	242	251	52	60	39	33	45	38	339	349
May		308		72		55		65		445
June		577		144		205		239		960
October-June 3/		2,589		615		469		547		3,751
July		598		225		356		400		1,223
August		452		151		200		228		831
September		269		94		86		98		461
Season 3/		4,012		1,130		1,134		1,298		6,440

1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

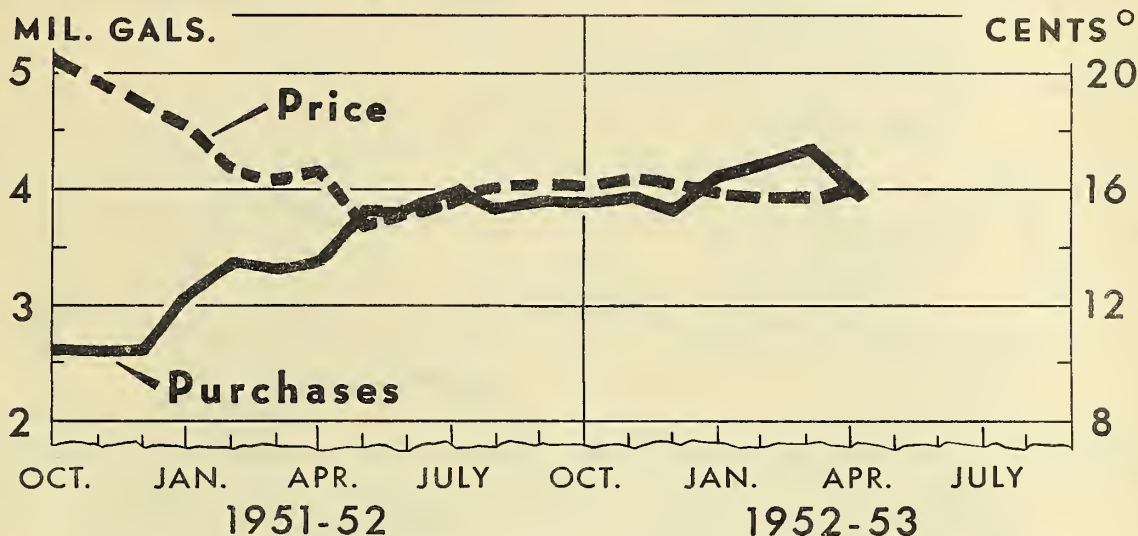
2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December 1/	12,519	8,528		
January	4,126	3,060	15.8	18.2
February	4,216	3,358	15.7	16.7
March	4,359	3,314	15.8	16.3
October-March 1/	26,353	19,096		
April	3,963	3,350	16.0	16.5
May		3,812		14.8
June		3,811		15.3
October-June 1/		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		16.2
Season 1/		43,521		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

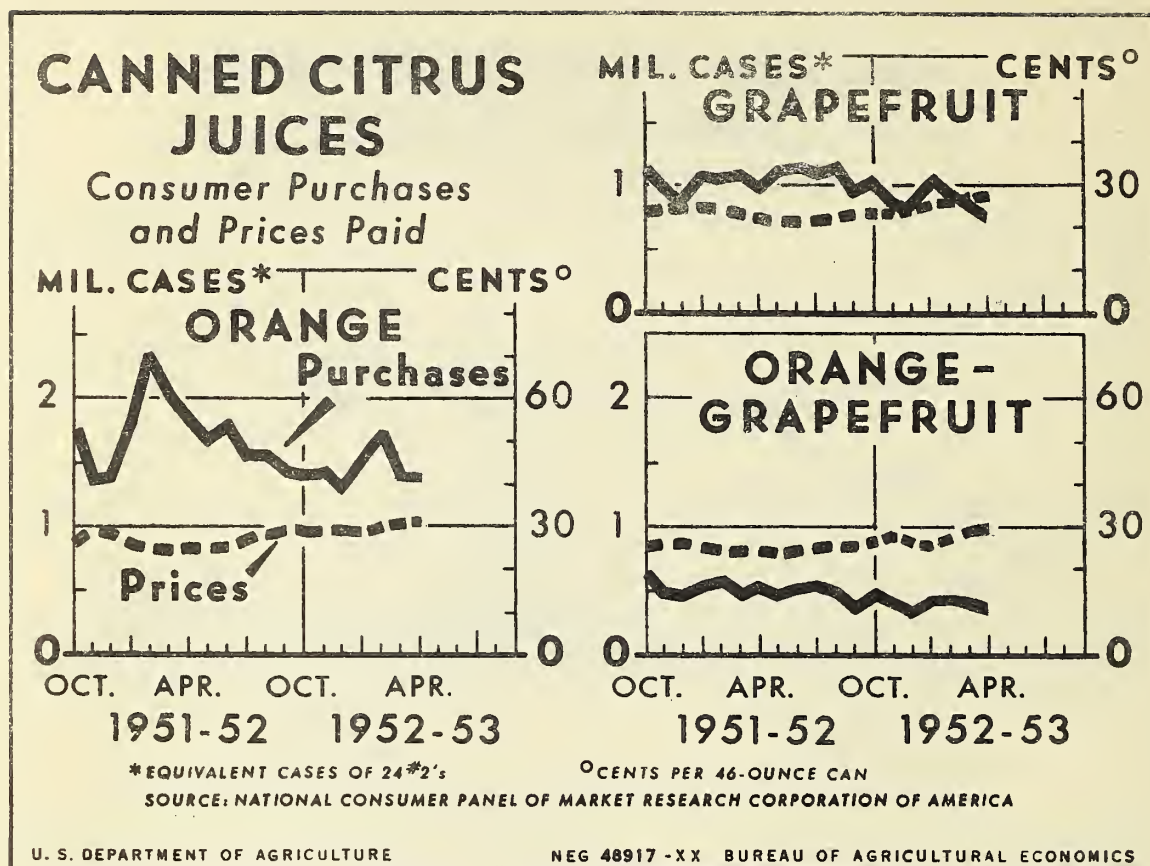


Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>	1952-53 <sup>1</sup>	1951-52 <sup>1</sup>
	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	26.3	875	996	23.6	23.7	393	477	27.6	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/	4,362	4,830			2,883	3,240			1,263	1,656		
January	1,497	1,812	28.6	26.6	1,012	1,068	25.3	24.0	413	528	26.6	25.3
February	1,720	2,309	29.7	24.6	915	1,041	26.0	23.1	452	557	27.4	24.4
March	1,411	2,016	30.5	24.4	840	1,062	27.0	22.2	408	474	29.2	23.4
October-March 2/	9,114	11,570			5,859	6,692			2,640	3,343		
April	1,402	1,817	30.6	24.9	704	988	27.2	21.9	352	506	29.2	24.0
May		1,615		25.1		1,091		21.2		460		23.7
June		1,790		25.3		1,126		21.2		511		24.5
October-June 2/		17,491				10,136				4,937		
July		1,540		27.1		1,075		22.1		524		24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,428		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

<sup>1/</sup> Equivalent cases of 24 No. 2 cans - 432 ounces per case.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



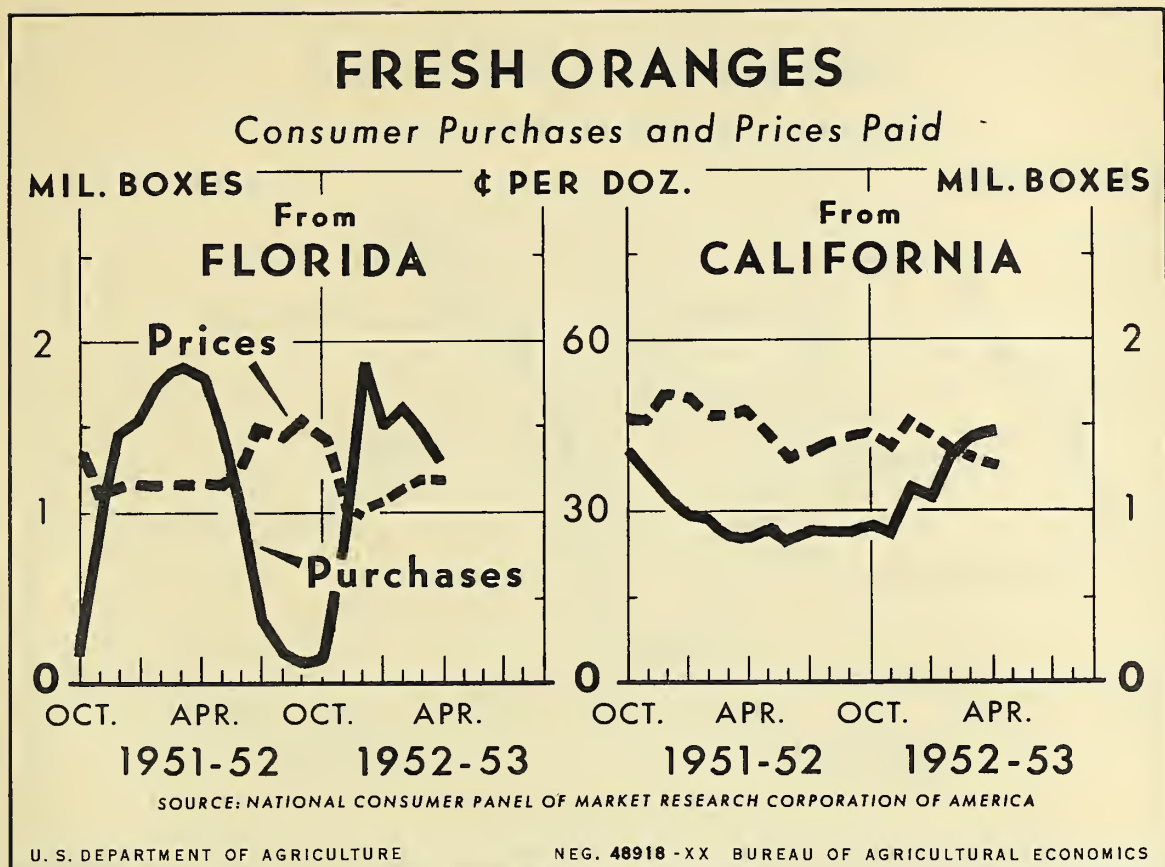


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	138	166	42.4	40.7	933	1,371	43.3	47.0
November	947	981	30.3	32.8	866	1,186	41.7	45.2
December	1,870	1,468	29.3	34.8	1,147	1,116	45.8	50.8
October-December 1/	3,307	2,921			3,087	3,874		
January	1,520	1,565	31.8	34.6	1,072	974	43.2	50.5
February	1,600	1,735	34.1	34.0	1,305	956	40.7	46.5
March	1,474	1,869	35.6	34.8	1,444	862	39.3	46.6
October-March 1/	8,252	8,572			7,233	6,917		
April	1,347	1,809	35.6	35.3	1,494	826	38.9	47.2
May		1,521		35.2		885		42.2
June		969		38.0		826		38.7
October-June 1/		13,155				9,632		
July		392		44.6		884		39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

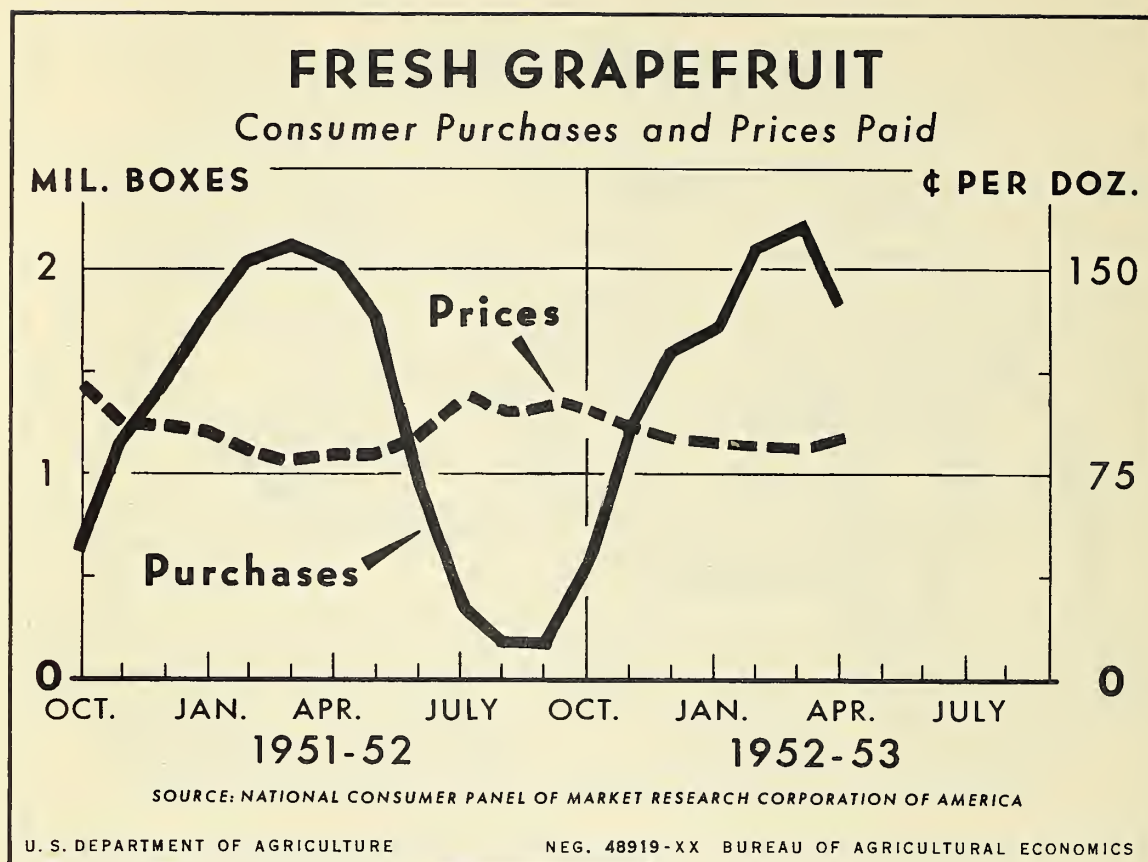


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

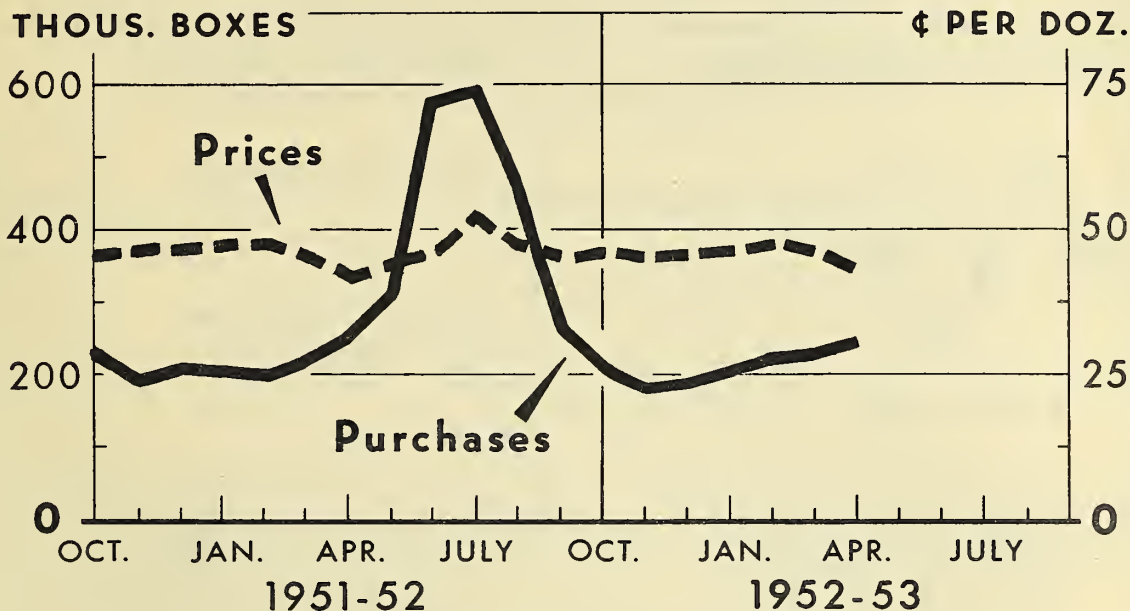
Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December	1,588	1,453	87.3	92.4
October-December 1/	3,738	3,638		
January	1,703	1,732	87.5	90.7
February	2,093	2,033	85.3	84.1
March	2,216	2,113	84.4	81.8
October-March 1/	10,264	10,026		
April	1,848	2,061	88.9	83.0
May		1,760		84.4
June		986		90.9
October-June 1/		15,117		
July		363		105.4
August		179		99.4
September		150		102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH LEMONS

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48920-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.4	46.8
October-December 1/	634	683		
January	210	206	46.3	47.4
February	218	202	47.2	47.8
March	229	218	45.9	45.9
October-March 1/	1,346	1,369		
April	242	251	43.8	42.9
May		308		44.2
June		577		45.6
October-June 1/		2,589		
July		598		51.5
August		452		47.8
September		269		45.4
Season 1/		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

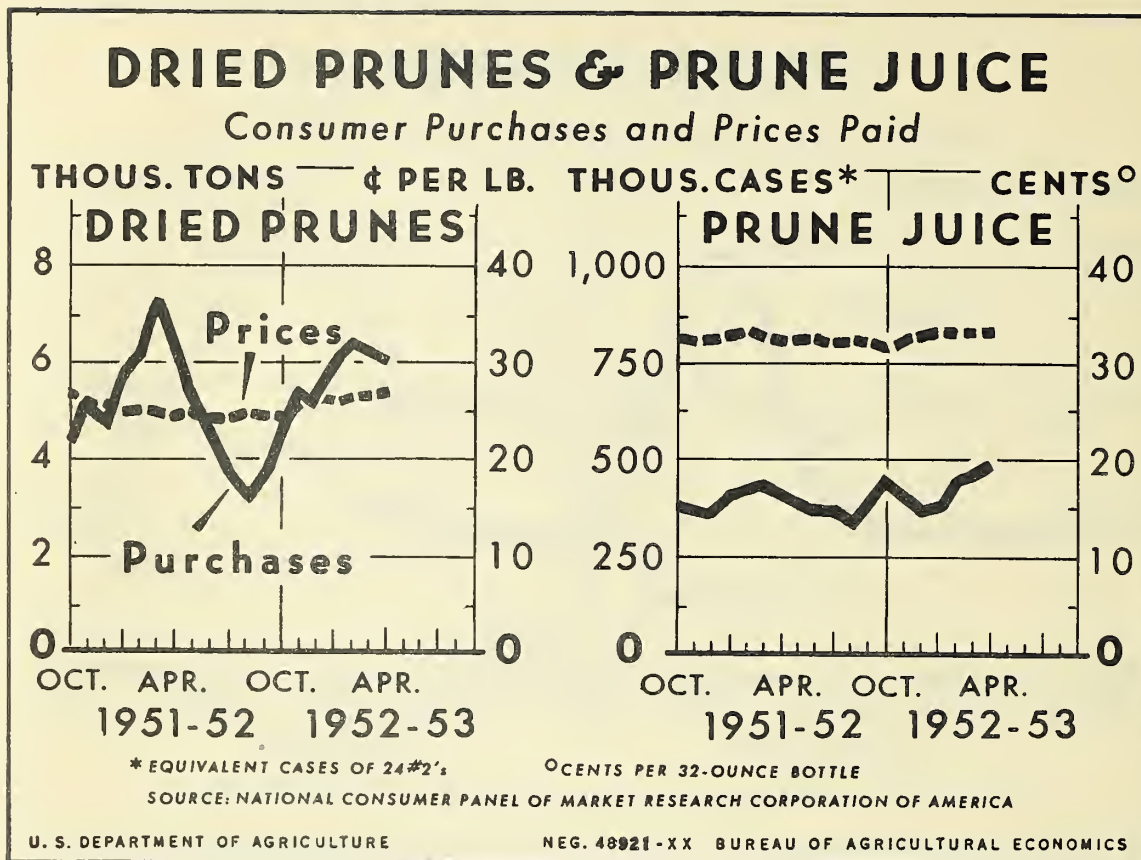


Fig. 9.—Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	26.3	25.4	375	357	32.7	32.5
October-December 2/	16,204	15,871			1,317	1,220		
January	6,148	5,884	26.2	25.0	383	396	33.3	32.3
February	6,436	6,292	26.3	25.1	442	415	33.1	32.9
March	6,278	7,276	26.7	24.5	454	435	33.1	32.5
October-March 2/	36,945	37,068			2,711	2,578		
April	6,083	6,110	27.0	24.5	491	417	33.2	32.2
May		5,412		24.7		379		32.1
June		4,351		23.7		363		32.3
October-June 2/		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,176		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.—Canned single-strength juices: U. S. total consumer purchases and average price, April 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	12.7	15.9	1,402	1,817	1.8	1.7	60.8	66.3	46	30.6	24.9
Grapefruit	7.4	9.2	704	988	1.6	1.7	57.8	62.4	46	27.2	21.9
Orange & gpft. blend	3.6	5.6	352	506	1.5	1.6	59.1	56.4	46	29.2	24.0
Tangerine	2/	1.5	2/	100	2/	1.4	2/	47.0	46	2/	23.1
Lemon	2.3	2.8	43	56	1.3	1.4	13.5	13.6	5 1/2	11.4	9.8
Grape	5.4	5.2	240	213	1.4	1.4	32.0	28.1	32	34.2	36.4
Pineapple	14.6	16.3	1,177	1,310	1.5	1.5	51.3	50.7	46	30.5	28.6
Prune	6.9	6.3	491	417	1.8	1.8	36.6	35.3	32	33.2	32.2
Tomato	21.9	20.5	1,959	1,808	1.7	1.7	52.1	50.4	46	27.3	27.3
Total 3/	51.3	54.0	7,258	8,028	2.8	2.9	49.4	50.4			
Canned ades											
Orangeade	2.8	1.9	328	224	1.9	1.9	67.4	61.9	46	28.0	27.1

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases reported for analysis.

3/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.—Frozen concentrated juices: U. S. total consumer purchases and average price, April 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	27.1	24.5	3,963	3,350	2.4	2.4	17.0	16.2	6	16.0	16.5
Grape	4.0	3.5	221	191	1.6	1.7	9.8	9.2	6	21.9	22.7
Other concentrates	1/	1/	176	67	1/	1/	10.5	13.1	6	18.2	14.5
Total 2/	28.8	25.8	4,360	3,690	2.7	2.6	16.0	15.4			
Ade bases											
Frozen											
Concentrate for lemonade	2.2	2.3	153	129	1.4	1.5	13.3	11.0	6	17.1	15.5
Shelf pack											
Orangeade	2.0	2.8	191	268	1.8	1.6	15.5	18.6	6	15.8	14.7

1/ Information not available.

2/ Total includes small purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

National Consumer Panel of Market Research Corporation of America.

Table 3.—Fresh citrus fruit: U. S. Total consumer purchases and average price, April 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	25.1	18.4	1,494	826	2.1	2.0	13.0	11.2	38.9	47.2
Florida	20.0	27.7	1,347	1,809	2.2	2.2	13.9	13.0	35.6	35.3
Unidentified	10.3	10.9	444	437	1.7	1.7	12.3	11.5	37.4	39.3
Total 1/	46.3	48.9	3,310	3,103	2.5	2.4	13.2	12.2	37.3	39.3
Grapefruit										
California-Arizona	3.9	3.5	232	223	1.6	1.9	6.6	5.1	66.0	78.4
Florida	16.4	19.0	1,090	1,180	2.2	2.2	4.5	4.6	91.8	82.8
Unidentified	10.3	12.1	451	542	1.6	1.7	4.1	4.4	93.5	83.8
Total 1/	28.3	32.6	1,848	2,061	2.2	2.2	4.6	4.6	88.9	83.0
Tangerines	2/	1.2	2/	35	2/	1.4	2/	7.9	2/	46.7
Lemons	20.8	21.9	242	251	1.6	1.6	5.8	5.9	43.8	42.9
Total	59.3	63.1	5,400	5,450	3.6	3.6	9.5	8.8	45.1	47.1

1/ Includes small purchases of Texas fruit.

2/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 4.—Dried fruit: U. S. total consumer purchases and average price April 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents
Apricots	2.5	2.8	602	528	1.3	1.1	13.1	12.2	71.6	60.9
Mixed dried fruit	1/	1.1	1/	302	1/	1.2	1/	15.5	1/	41.0
Peaches	1.6	2.2	357	517	1.3	1.2	14.5	14.5	46.0	42.7
Prunes	13.9	14.2	6,083	6,110	1.4	1.3	22.7	23.4	27.0	24.5

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.





